

## **Remarks**

### **Summary**

Claims 1, 2, 4-8, 10-20, and 22-67 were rejected. In the present response, claims 1, 13, 19, 28, 35, 45, 50, 59, and 64-67 are amended. No new matter has been added.

Accordingly, claims 1, 2, 4-8, 10-20, and 22-67 are pending and under consideration.

### **Allowable Subject Matter**

Applicants thank the Examiner for the indication that claims 5-8, 23, 24, 40, 41, 54, and 55 contain allowable subject matter.

### **Claim Objections**

Claims 13, 28, 45, and 59 were objected for containing language that referenced recitations cancelled from certain claims on which claims 13, 28, 45, and 59 depend. Claims 13, 28, 45, and 59 have been amended herein thus obviating the objection.

### **Claim Rejections – 35 U.S.C. § 102**

Claims 1, 2, 4, 10-20, 22, 25-39, 42-53, and 56-67 were rejected under 35 U.S.C. §102(e) over US Patent No. 6,401,077 to Godden et al. (“Godden”).

Claim 1 provides, in part, for “analyzing a pattern of the locator of the first information page to determine whether the locator satisfies a pre-specified locator pattern corresponding to a plurality of additional locators of a plurality of additional locations having additional complementary or related information that amplifies information of the first information page, the analyzing including comparing the locator pattern against a plurality of pre-specified locator patterns.”

Godden provides for augmenting a web page with certain elements, such as an electronic shopping cart or a button/link to other web pages. Godden determines which additional web pages may augment the primary web page by referring to a URL/product table mapping URLs to specific items. If specific items are identified by a user to be of interest with respect to the primary web page, that item may be viewed in the table to determine if other web pages relate to that item. However, Godden does not analyze the

pattern of the URL of the primary web page. Rather, the identified items of interest dictate the additional web pages by reference to entries in the table. Furthermore, Godden does not compare the URL pattern of the primary web page against a plurality of pre-specified URL patterns. There are no pre-specified URL patterns in Godden, and as such there is no teaching of comparing a URL pattern of a primary web page against a plurality of pre-specified URL patterns.

By contrast, claim 1 provides for “analyzing the pattern of the locator” and “comparing the locator pattern against a plurality of pre-specified locator patterns.”

Thus, Godden differs from the teachings of claim 1 for a variety of reasons.

Accordingly, Applicants respectfully submit that Godden fails to teach each and every element of claim 1 and that claim 1 is therefore patentable over Godden.

Independent claims 19, 35, 50, and 64-67 recite similar elements to those of claim 1. Accordingly, for at least the same reasons, claims 19, 35, 50, and 64-67 are patentable over Godden.

Claims 2, 4-8, 10-13, 16-18, 20, 22-28, 31-34, 36-45, 48, 49, 51-59, 62, and 63 depend from claims 1, 19, 35, and 50 incorporating their elements, respectively. Thus, for at least the same reasons above, Applicants submit that claims 2, 4-8, 10-13, 16-18, 20, 22-28, 31-34, 36-45, 48, 49, 51-59, 62, and 63 are patentable over Godden.

**Conclusion**

In view of the foregoing, Applicants submit that all pending claims are in condition for allowance. Accordingly, a Notice of Allowance is respectfully requested. If the Examiner has any questions concerning the present paper, the Examiner is kindly requested to contact the undersigned at (503) 796-2844. If any fees are due in connection with filing this paper, the Commissioner is authorized to charge the Deposit Account of Schwabe, Williamson and Wyatt, P.C., No. 50-0393.

Respectfully submitted,  
SCHWABE, WILLIAMSON & WYATT, P.C.

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by: /Steven J. Prewitt/  
Steven J. Prewitt  
Reg. No.: 45,023

Schwabe, Williamson & Wyatt, P.C.  
Pacwest Center, Suites 1600-1900  
1211 SW Fifth Avenue  
Portland, Oregon 97222  
Telephone: 503-222-9981